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# Influence of Visual Merchandising on Consumers' Purchasing Behavior in Luxury Fashion Retail/Online Platforms

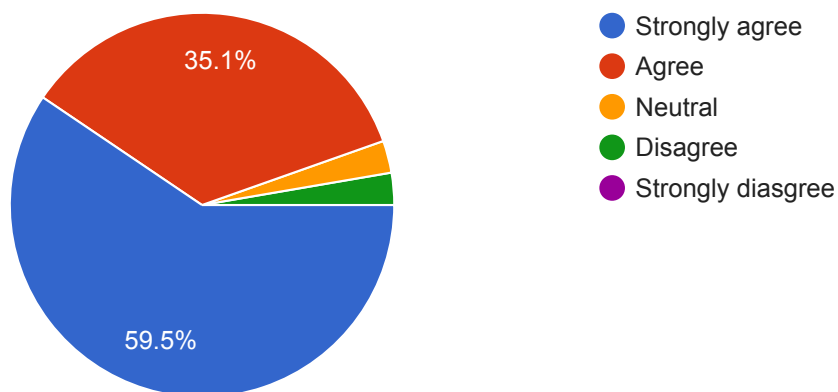
38 responses

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Do you think the visual displays in luxury stores are eye-catching?

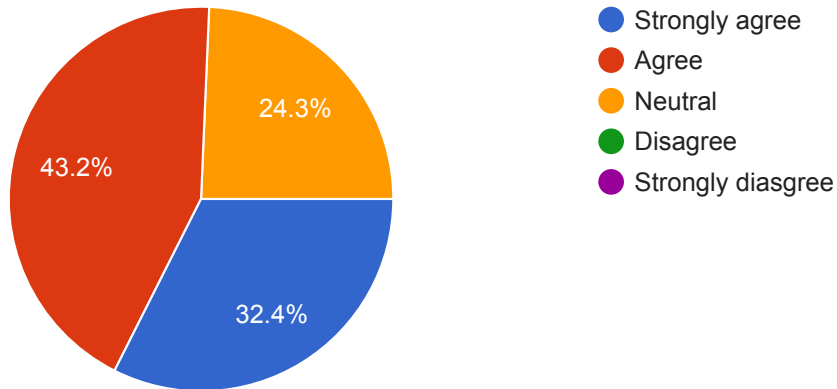
37 responses





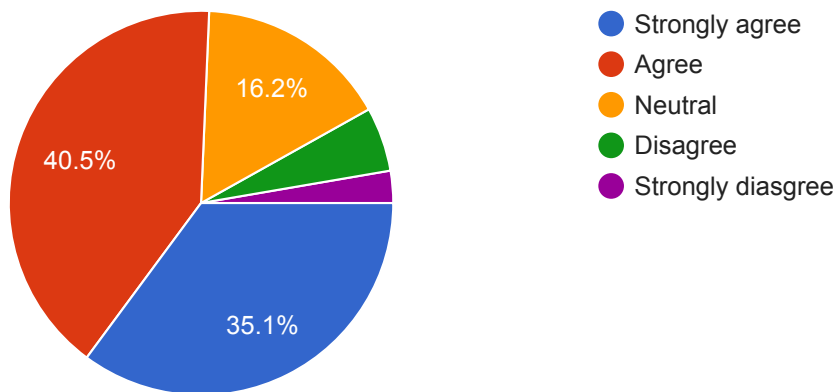
Do you think the design and image of a luxury brand make you believe their products are high quality?

37 responses



Do you think the way products are showcased both online and in-store, makes it clear what the brand is about?

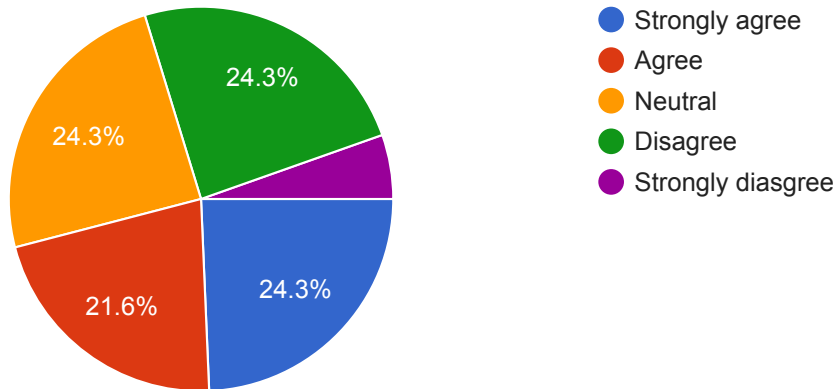
37 responses





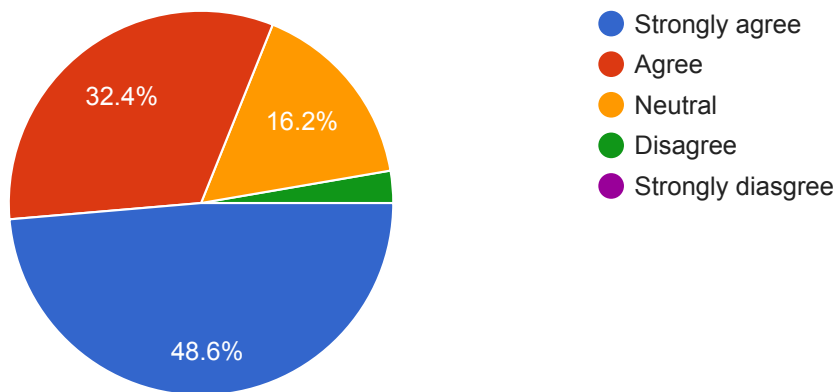
### Do you find it easier to buy luxury products online compared to shopping in-store?

37 responses



### Do social media platforms impact how you view and feel about luxury products?

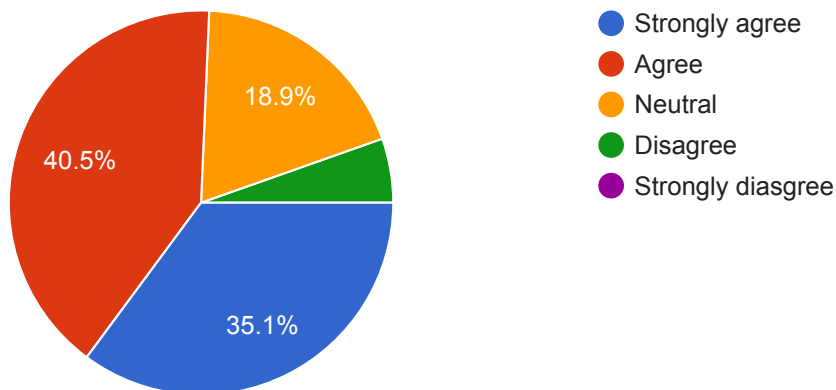
37 responses





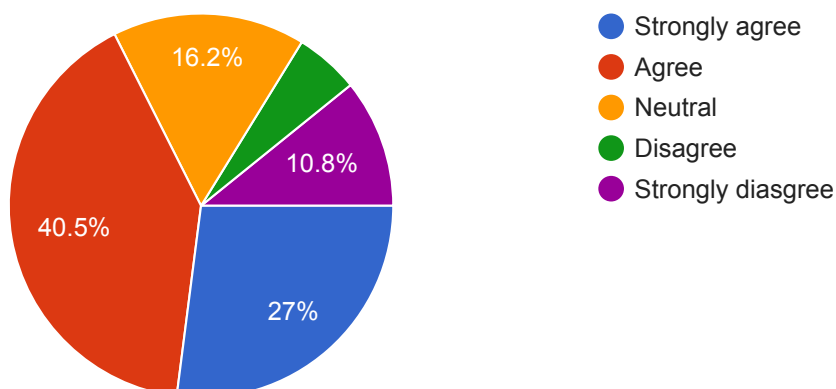
### Do you think the layout of luxury stores helps spot new arrivals?

37 responses



### Does seeing a celebrity use or review a luxury product affect your interest in buying it?

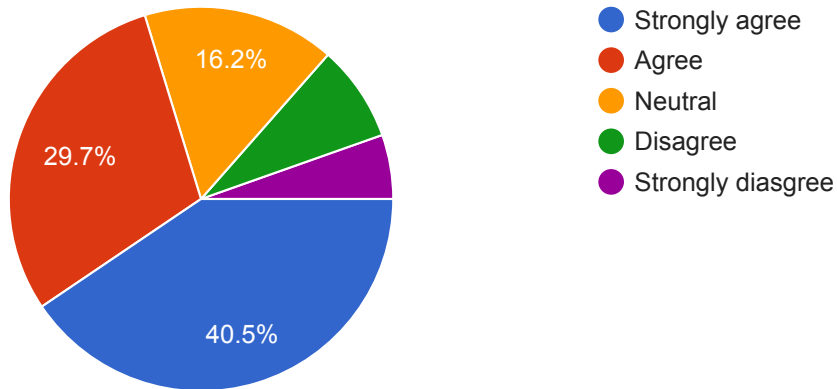
37 responses





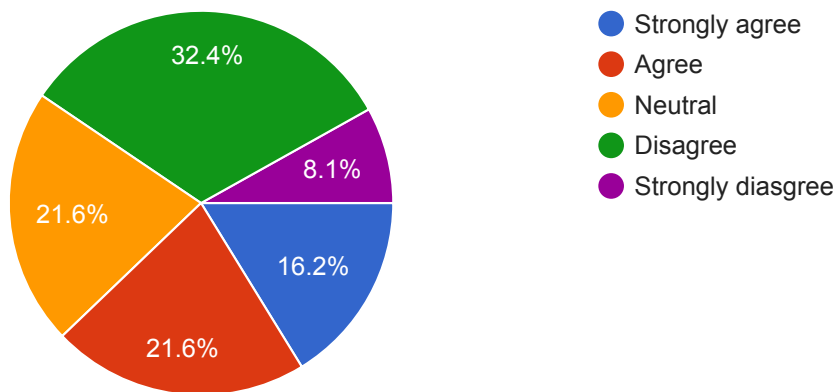
Do you think there has been an overconsumption of luxury products due to social media?

37 responses



Do you think the look and feel of a luxury brand's website is similar to its physical store?

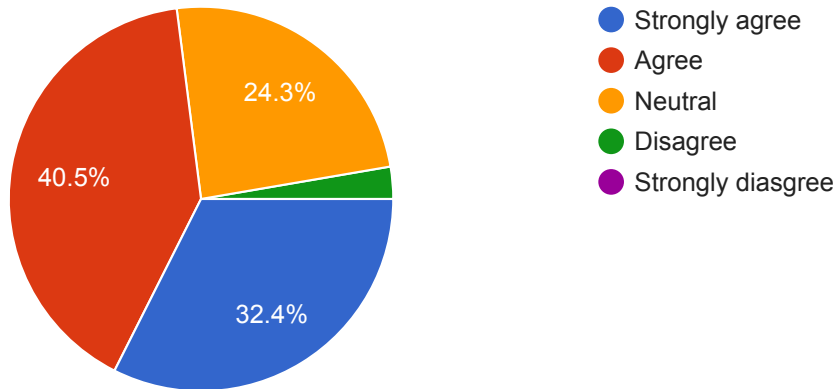
37 responses





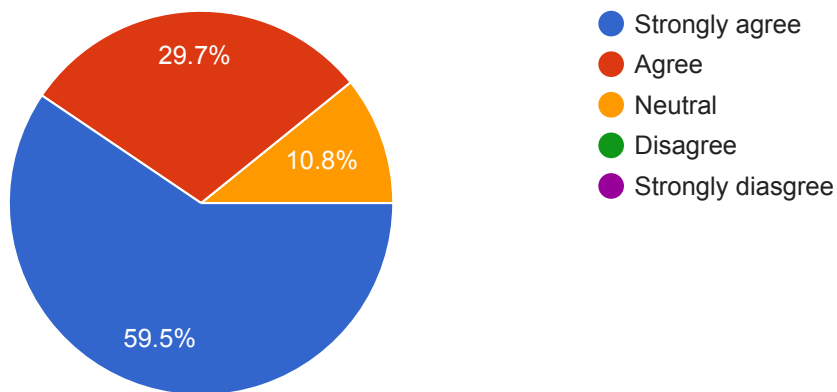
Do you think consumer behavior over the past years has become heavily reliant on luxury brands?

37 responses



Do you think advancements in technology have increased the amount of luxury product advertising you see (e.g. TikTok)?

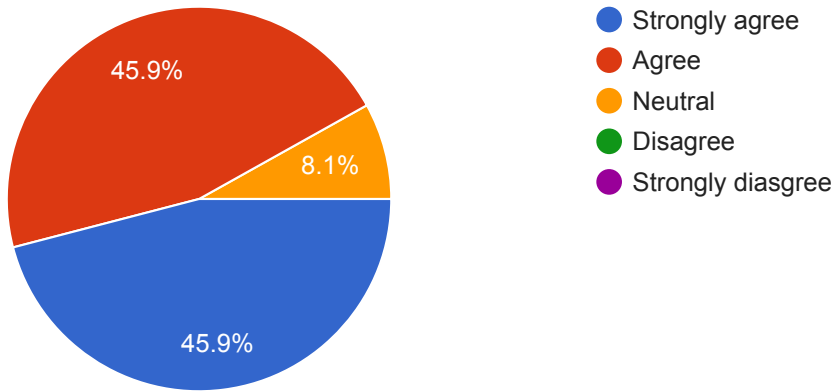
37 responses





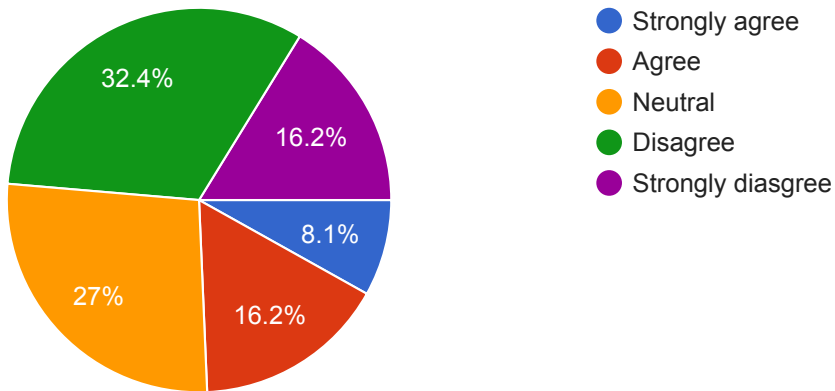
Do you think luxury stores use lighting, interactive features, and music effectively to enhance their product displays?

37 responses



Would you buy from a luxury brand based on its visual display alone, even if the product itself doesn't appeal to you?

37 responses

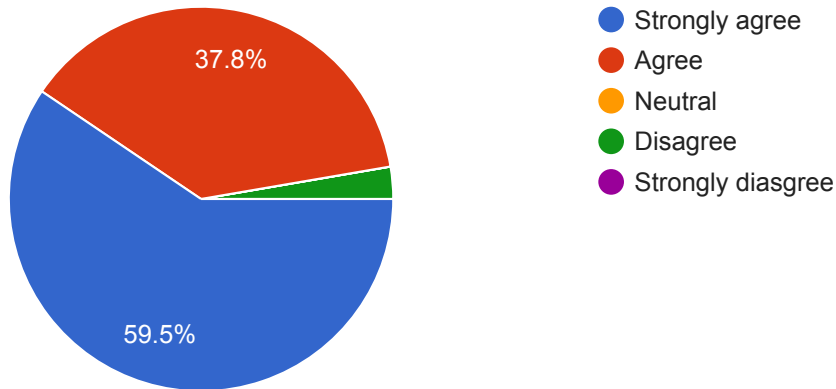






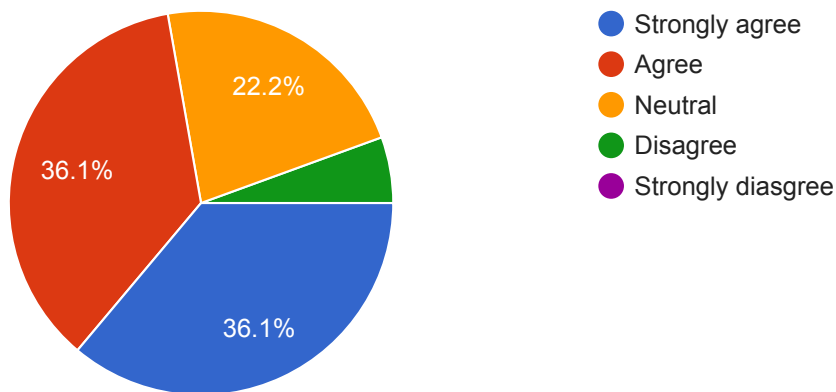
Do you think the growth of technology has changed how you make purchasing decisions, both online and in physical stores?

37 responses



Do you think the marketing strategies of luxury brands are effective and consistent with their overall image?

36 responses



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